



भारतीय प्रबंध संस्थान कोषिकोड  
**Indian Institute of Management Kozhikode**  
*Globalizing Indian Thought*



## Executive Post Graduate Certificate in **Marketing Management** (Batch 15)

1 Year | Blended | ₹3,50,000 + GST



# IIM Kozhikode Advantage

## *From the Director's Desk*



With the ever-growing use of electronic media, it has become extremely vital for organisations to increase their brand awareness in the market to gain a higher competitive edge among others. This is why the demand for marketing professionals is only set to grow, as organisations are heavily relying on them to accomplish their goals.

Businesses today have seen a complete transition from how they used to run a decade ago. It is imperative for business leaders of today and the future to expand their knowledge across domains and proactively make decisions to be effective leaders. IIM Kozhikode programmes, designed by world-class faculty with their cutting-edge thought leadership and industry-leading insights, empower participants to manage and lead complex business challenges with confidence and data-driven, informed decision-making ability. Our growing global footprint, acknowledged and accredited by leading institutions of the world, is a testimony to the growth we have achieved in our 25-year journey of academic excellence.

At this juncture, it is also pertinent to share that both, the future, and the past, are integral to the path taken by an institution on this journey of excellence. Having a wide, far-seeing vision is not an indulgence but an activity that is necessary to give meaning to our present, and to give this Institution a sense of purpose, direction, and imagination. That is why we have chosen to think in terms of what IIM Kozhikode will be able to contribute to India and the world some three decades from now with 'Vision 2047: Globalizing Indian Thought'. The institute has set for itself a pre-eminent role with the above motto. The sheer scale, scope, and potential impact that India will have on 21<sup>st</sup> century business makes us believe that this is a legitimate aspiration.

Invest in your potential and jumpstart your career by enrolling in the 15<sup>th</sup> batch of IIM Kozhikode's Executive Post Graduate Certificate in Marketing Management. Wishing you the best of learning experiences here.

Prof. Debashis Chatterjee,  
Director, IIM Kozhikode



## About The Programme

Executive Post Graduate Certificate programmes are conceived with the idea of providing specialised learning in the specific business function. These programmes offer a range of foundational, advanced, and integrative courses in the specific functional area for working executives aiming to build specialised competency in Finance, Marketing, Strategy, Operations & Supply Chain Management, Data Analytics for Decision Making, Digital Transformation & Analytics, Artificial Intelligence and Machine Learning, and Public Policy Management. The participants of these programmes form an interesting mix of working professionals ranging from Executive Vice President to Executives from varied backgrounds like IT, Human Resources, Marketing, Banking, Financial Services, and Manufacturing.

## Programme Description & Objective

The Executive Post Graduate Certificate in Marketing Management (EPGCMM) is conceived with the idea of providing specialised learning in the specific business function of marketing. In today's globalised and highly competitive environment, marketing competencies often determine the survival and success of any organisation and senior managers must have access to the frameworks and tools of contemporary marketing. This programme attempts to deliver the state-of-the-art knowledge, both strategic and tactical, to the participants. Delivered through a technology-enabled interactive learning platform, the programme offers a range of foundation, advanced, and integrative courses in the area of marketing for executives aiming to build competencies in Marketing Management.

The primary objective of the Executive Post Graduate Certificate in Marketing Management (EPGCMM) is to provide exposure to the classical and contemporary marketing decision frameworks. The focus of the programme is on equipping the participants to use these frameworks to analyse and conceptualise marketing decision situations and develop approaches for effective and creative interventions. The programme also envisages having a discussion-oriented pedagogy to facilitate peer-to-peer learning sharing insights of the participants from various sectors.

## Programme Highlights



Contemporary 12-month programme for marketing professionals



5 days of campus immersion



Peer learning and networking opportunities



Student privileges like e-library access



IIM Kozhikode Alumni status

## Learning Outcomes



Enhance existing skills in sales and marketing



Acquire knowledge of classical and contemporary frameworks for effective decision-making in the era of modern marketing



Inculcate a scientific approach to marketing practices leveraging digital marketing concepts and tools



Understand the consumer better to increase efficiency in marketing, customer engagement, and customer management

## Programme Structure & Courses

The duration of the EPGCMM is one academic year split into four quarters. The programme covers fundamental, competency-related and integrative courses, structured to be delivered in about 225 hours. The 11 courses offered are meant to impart management knowledge and skills to the participants covering the latest concepts and techniques in the specific functional area of marketing. Faculty from IIMK and distinguished visiting faculty from reputed academic institutions and industries will be teaching these courses.

Quarter	Course Name	Course Code	Credits	Hours
I	Marketing Management	MM-01	2.5	25
	Marketing Research	MM-02	2	20
II	Consumer Behaviour	MM-03	2	20
	Managing Business Markets	MM-04	2	20
	Marketing Communications Management	MM-05	2	20
III	Sales and Distribution Management	MM-06	2	20
	Services Marketing	MM-07	2	20
	Digital Marketing	MM-08	2	20
IV	Customer Relationship Marketing	MM-09	2	20
	Product and Brand Management	MM-10	2	20
	Strategic Marketing	MM-11	2	20
	<b>TOTAL</b>		<b>22.5</b>	<b>225</b>

## Programme Delivery

The interactive learning component forms the core of EPGP. The instructors facilitate the learning through two-way audio/video synchronous telecommunication mode from the studios set up at IIMK campus. The technology allows the instructor to use power point presentations, video, audio, whiteboards to effectively communicate the ideas and interact with the participants who attend the sessions from selected TimesPro centres, located at different cities in India.



### Schedule

Thursday  
7:00 p.m. - 9:45 p.m.

Saturday  
7:00 p.m. - 9:45 p.m.

### Duration

1 Year (225 hours)

### Campus Immersion

One in-campus induction module of FIVE days at the beginning of the programme in (March 2023/April 2023) at IIM Kozhikode.

The in-campus modules are subject to the conditions that prevail at that point of time. These conditions pertain to unavoidable reasons. In case the on-campus module is not confirmed due to unforeseen circumstances, the same will be included in the total number of online sessions.

## Eligibility Criteria

- . Bachelor's Degree or its equivalent in any discipline with 50% aggregate marks or equivalent CGPA
- . 3 Years of managerial/ entrepreneurial/ professional experience^ after graduation as on the deadline for submitting the application online.

Work experience before completion of graduation will not be considered for calculating total experience.

Bachelor's degree awarded by any of the Universities incorporated by an act of the central or state legislature in India or other educational institutions established by an act of Parliament or declared to be deemed as a University under Section 3 of the UGC Act, 1956 (<http://www.ugc.ac.in/oldpdf/alluniversity.pdf>) or possess an equivalent qualification recognized by the Ministry of HRD, Government of India. The percentage of marks obtained by the candidate in the bachelor's degree would be calculated based on the practice followed by the university/institution from where the candidate has obtained the degree. In case the candidates are awarded grades/CGPA instead of marks, the conversion of grades/CGPA to percentage of marks would be based on the procedure certified by the university/ institution from where they have obtained the bachelor's degree. In case the university/ institution does not have any scheme for converting CGPA into equivalent marks, the equivalence would be established by dividing the candidate's CGPA by the maximum possible CGPA and multiplying the result by 100.

## Selection And Admission Process

Admission to the programme is based on the evaluation of the profile and fulfilment of eligibility criteria.

A candidate can apply for multiple programmes by submitting a separate application for each of the programmes.

Candidate shortlisted will be intimated through an offer letter. If a candidate is shortlisted for admission to more than one programme; admission will be granted to only one programme based on the candidate's preference. Request for changing the programme is not considered after submitting the application form online or after offering admission.

Candidates provisionally shortlisted for admission to the programme are required

to attend the in-campus module at the IIMK Campus conducted at the beginning of the programme. During the in-campus module, the original documents of academic qualifications and work experience will be verified on the first day of registration. Attending the in-campus module is a mandatory requirement and the candidate failing to attend the in-campus module is not permitted to enrol in the programme.

Admission offered is not deferrable to the next academic year under any circumstances.

IIMK has the discretion to overrule the above criteria under exceptional circumstances.

IIM Kozhikode will follow the Government of India Reservation Policy for Admission to Central Educational Institutions (CIEs).

## Attendance Criteria

A minimum of 75% attendance is a prerequisite for the successful completion of the programme for each course in each quarter.

## Who Should Attend

- Working professionals seeking knowledge, aspiring to improve the organisation they work, and also advance their career to greater heights
- Young marketing professionals looking to building specialised competency in the marketing domain
- Experienced marketing professionals looking to reach the top of the marketing profile in their organisations

## Pedagogy & Assessment

The teaching approach will be highly interactive taking advantage of the technological benefits. The pedagogy followed for the programme will be a judicious blend of lectures, real-life case studies, quiz, assignments, lecture-discussions, case study method, behavioural and computer-based simulations, projects, and class presentations.

There will be various kind of assessment for each course including end-term examination (after each quarter), quiz, assignment, project, etc.

For each course, the Instructor awards Letter Grades to the participants based on the academic performance and evaluation scheme. IIMK follows a grading scheme of 13 levels ranging from A+ to F as given in the table below:

Letter Grade	A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
Grade Point	4.33	4	3.67	3.33	3	2.67	2.33	2	1.67	1.33	1	0.67	0

The sum of grade points in respective courses multiplied by the course credits, and dividing it by the total credits for all the courses is used to derive the final CGPA (Cumulative Grade Point Average) in the course and will form the basis of award of the certificate.





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**Executive Post Graduate Certificate in Marketing Management**

*This Certificate is awarded to*

*Axxxxxx Axxxxxxxxxxxx*

*who has successfully completed the prescribed course of studies and  
fulfilled all other requirements of the  
One year*

**Executive Post Graduate Certificate in Marketing Management  
(EPGCMM)**

*on the Fourth day of April Two Thousand Twenty.*

**Chairman**  
Executive Post Graduate Programme  
IIM Kozhikode

**Director**  
IIM Kozhikode

## Certification

- Participants of the EPGCMM, on successful completion of the one-year programme would be awarded, "Executive Post Graduate Certificate in Marketing Management".
- Successful candidates will also be accorded with IIM Kozhikode Alumni status.

*Disclaimer: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.*

## Programme Fee

Particulars	Amount (₹)*
Application Fee	2,000
<b>Programme Fee (excluding Application Fee)</b>	<b>3,50,000</b>

Note:

- All fees are directly payable to IIM Kozhikode
- \*GST as applicable will be collected additional from the candidate/participant. The current GST rate is 18%
- Application Fee: ₹2000 plus 18% GST.
- Application fee remitted is not refundable or adjustable under any circumstances. Candidate applying for more than one programme is required to remit application fee for each programme that she/he is applying.
- Programme Fee (Non-Refundable): ₹3,50,000 plus 18% GST payable in four instalments as per the following schedule.

## Instalment Schedule

Instalment	Amount (₹)*	Date	Remarks
1 <sup>st</sup> Instalment - Part Payment I	20,000	Within 10 days of receipt of offer letter	Offer acceptance fee/ Part of Quarter I Fee
1 <sup>st</sup> Instalment - Part Payment II	67,500 plus 18% GST on 87,500	March 2023	Balance Quarter 1 Fee
2 <sup>nd</sup> Instalment	87,500	June 2023	
3 <sup>rd</sup> Instalment	87,500	September 2023	
4 <sup>th</sup> Instalment	87,500	December 2023	
<b>Total</b>	<b>3,50,000</b>		

- \*GST 18% applicable.
- Alumni Fee (Non-Refundable): ₹10,000 plus 18% GST payable along with the second instalment.
- Programme fee will be collected from the participants before the commencement of each quarter & actual due dates will be intimated during the programme according to the programme schedule. Programme fee doesn't include the logistic expense to attend the in-campus visits during the programme.

## Programme Timelines

Application Closure Date	20 <sup>th</sup> January, 2023
Programme Start Date	March 2023/April 2023 (In-Campus)
Programme End Date	March 2024/ April 2024

**APPLY NOW**



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Started in 1997 with its Post Graduate Programme (PGP), the **Indian Institute of Management Kozhikode (IIMK)** is on a high growth trajectory today, offering widest range of academic programmes in the field of management education. These include Doctoral Programmes in Management, Executive PG Programmes, Management Development Programmes, and Faculty Development Programmes. IIMK set up a Satellite campus at Infopark, Kochi, in 2013, dedicated to Executive Education. IIMK also has a unique distinction of launching a Ph.D. (Practice Track) programme for working professionals besides bringing in new dynamic courses like one-year Post Graduate Programme in Business Leadership (2019), MBA in Finance, and MBA in Liberal Studies & Management (2020). The institute is also home to IIMK LIVE, a first-of-its-kind startup incubation programme, and the Indian Business Museum.

IIMK aims to create a unique and futuristic space of global reckoning so as to nurture the finest management thinkers in the pursuit of developing innovative, socially responsible, and environment-friendly practitioners, leaders and educators. Strategically moving towards a better future, the Institute strives to provide holistic learning, giving equal weightage to academic solidarity, and practical application. IIMK integrates concepts with applications and values, thus transforming individuals into dependable, capable, caring, and fair-minded personalities who will contribute towards the development of communities.



**2<sup>nd</sup>**

Atal Innovation  
Rankings (ARIIA) 2021

**3<sup>rd</sup>**

India's Best B-School  
The Week - Hansa Research Survey 2022

**5<sup>th</sup>**

NIRF India Rankings  
2022: Management



TimesPro, the award-winning EdTech initiative of The Times Of India Group, was established in 2013 to cater to the diverse learning needs of Indians with aspirations of career growth.

Taking the rich legacy of trust, knowledge, and learning of The Times Of India Group forward, TimesPro strives to embody the values of Education 4.0 – learner-centric, industry-relevant, role-specific, and technology-enabled – in its executive education programmes.

Ranging across industries and domains, these programmes are curated and offered in collaboration with premier national and global educational institutions to fulfil the aspirations of millions of professionals by equipping them with the right knowledge and skills.



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